

Comprehensive stocks of Kayser's glove silk underwear

The garments the discriminating woman always includes in her wardrobe and the ones she cannot have too many of—the following are typical of the values to be had:

Women's glove silk vests, with French bands; shown in flesh; offered, each **\$2.25**
 Women's \$5.00 glove silk bloomers, in flesh, pink, navy, emerald and brown; choice **\$4.00**
 Underwear section—main floor.

Gerber
 MEMPHIS

Gloves for Easter wear

The determining feature of the faultless costume many times are the gloves—and their importance is required and the demand answered in complete stocks—

KAYSER SILK GLOVES—White, black and colors, as well as combinations, a pair—
\$1, \$1.25, \$1.50, \$1.75, \$2
 Best Kid Gloves, 2-clasp style, white, black, colors and combinations, a pair **\$3.50**
 Glove Section—Main Floor.

New and Distinctive Modes Being Daily Added to Extensive Easter Displays

A wealth of beauty and great variety are perhaps the most conspicuous features of the Easter exhibits. As always, we offer only those modes on which fashion has emphatically stamped her approval. The newest colorings and weaves are presented in all their beauty. While their styling is very important, special attention is given here to quality of fabrics to insure good service and entire satisfaction.

A revelation of beauty displayed in girls' Easter apparel

Distinctively stylish modes in a variation so extensive as to afford delightful invitation for selection now.

Girls' lovely silk frocks

Admirable provision has been made for every little girl in our large clientele to be beautifully gowned in a silk frock fashioned of Georgette crepe, foulards, taffeta, etc., in exquisite modeling and colorings; sizes 8 to 16 years, priced—

\$15 to \$29.95

Girls' dainty white dresses

Lovely sheer fabrics, as voile, organdy and nets, in models that show a wide choice of the new features fashion approves for Easter. Priced from—

\$5 to \$20

Colored voile frocks for girls

Cool tints, lovely modeling and trimmings that show a wide choice of the new, depicted in pleasing ways; shown in sizes that range from 6 all the way to 20 years; priced from—

\$4.95 to \$10.95

Children's Store—Third Floor.

Little boys' Easter apparel

The kind that give the little fellow the confidence of being well dressed, featuring—

Boys' washable suits—new modes

Models show everything new in color, fabric, trimming and designing, and among the fabrics gaberdines, galatea, madras, Devonshire lead, and sizes range from 2 to 8 years, and prices are from—

\$2.95, \$3.50 to \$7.95

Boys' Easter hats of fine straw

Every new shape and all the fashion favored straws are here, in black and combinations of black and white and blue and white and all white, in prices from—

\$1.50, \$2 to \$5.95

Boys' Store—Fourth Floor.

New spring neckwear styles

In an important and instructive presentation. Women's waistcoats, the season's newest and most popular innovation, shown here in pique, colored satin, fantasia and brocade silk, and priced, each—

\$1 to \$8.50

Marabou capes in natural, brown, taupe, black, various shapes; each **\$7.00, \$9.00, \$12.00 to \$18.75**
 Plush stoles in black and mole color; each **\$7.50**
 Georgette pleated collars, solid colors and combined colors, each **50c and \$1.00**
 Organdy pleated collar and cuff sets, solid color and combined colors; special, a set **50c**
 Organdy vestees, pleated collar and fronts in pretty colors, special, each **\$1.00**

Handbags—new—smart

All the dainty little essentials milady requires when shopping or visiting must be carried in her hand bag, so this hand bag must be attractive as to justify this privilege.

Ladies' moire silk hand bags—navy, brown, taupe, black; finished with large tassel; silk lined, fitted with mirror and coin purse; special, each **\$5.95**

Ladies' satin stripe silk bags in colors, lined and fitted, finished with tassel; special, each **\$4.25**

Ladies' faille silk bags in Haig blue and Victory red; white ivory frames, silk lined and fitted; each **\$6.95**

Novelty jewelry

The pieces that are indispensable on milady's dressing table, as—

Ladies' pearl earrings, medium and large size; usually **\$1.25**; special, a pair, **50c**.

Pearl necklaces, usually **\$1.25**; special, each, **\$1.00**.

Gold-plated collar pins; special, each, **35c**.

Silver bar pins, set with Rhinestones, each, **75c to \$4.50**.

Shell back combs, set with Rhinestones, usually **75c**, **\$1.00, \$1.50, \$2.00**; special, each, **80c, 75c, \$1.00, \$1.50**.



Smart fashions, new and novel, depicted in

Women's suits for Easter

The new silhouette and other new style tendencies, all are beautifully displayed in this assemblage of suits of the fashionable fabrics. Many of the models show the vestee effect of some bright color, and others are in tailored styles, some with braid bandings, and all signally desirable from a value and style standpoint as well, priced from—

\$35, \$40, \$45 to \$125

Lines featuring graceful simplicity shown in

The separate skirts for Easter

Many cleverly styled models of finest fabrics, as—Georgette crepe, fan-ta-si, crepe de chine, baronet satin and serge—are in white, flesh and the colors in demand for the season. Among the new features are the set-in pockets, button trimmings, tucks, etc., all in a choice almost limitless because of our wise foresightedness, and prices range from—

\$20, \$22.50, \$25 to \$35

Beautiful Easter dresses

The newest dress modes are distinctive and different sometimes in the round neckline, others give a vivid touch of color to bell cuffs or smart embroideries. Many other times they follow the lines of the suit even to the vestee effect; all in all a surprising range of styles the discriminating woman will be sure to approve of, at prices from—

\$25, \$27.50, \$30 to \$75

Personal preference decides between silk and voile dresses

For fashion has stamped her approval on both, and irresistible groups show a wide choice, as—

Beautiful voile blouses—new

Hand embroidery, lace trimmed, tucked and other ideas equally as attractive as expressed in stocks featuring an almost limitless choice, priced from—

\$1.48, \$2 to \$12.95

Georgette blouses—lovely styles

Waistcoat ideas, peplum effects, hand embroidered, beaded, braided, tailored—in fact, every idea conceived for Easter is all here in prices from—

\$3.95, \$5 to \$32.50

Blouse Store—Second Floor.

The fine art of millinery displayed in exclusive Easter hat modes

There is a picturesqueness about these assemblages that will delight the woman who admires the unusual, for they were originated by artists who, certain of the universal vogue, and by originality of interpretation, lift it far above the commonplace. Milans, lisere, leghorns, all are favorites of fashion, but many novelty straws are brought into evidence in a host of quaint shapes. Sharp wing effects contribute their share of modishness, while navy blue and white just now seem to be first in fashion's favor, and the beauty of the display is the pricing, considering quality, unusually low, ranging from—

\$10, \$15 to \$30

Millinery Rooms—Third Floor.

That your Easter costume may feature the correct silhouette you must have the proper corset model

For the lines of the dress or suit are given by the corset, which today feature slim back lines and are so straight below the waist line that they assure a youthful appearance. Our complete stocks allow of a preference as to front and back lace, and among the brands exclusive with us are some of America's foremost, as—

BON TON

BINNER

LILY OF FRANCE

FROLASET (front lace)

—And our efficient corset service is always at your command to assist you in the proper selection, gratis, and prices of the corsets range from—

\$5, \$6.50 to \$25

Corset Store—Second Floor.

The best time to satisfy your demands in

Dainty silk undergarments

Is now, while stocks are complete, and such wonderfully large values are being offered, for during the summer time and spring-time undergarments of character and attractiveness are required under sheer frocks—and one cannot have too many, as—

Satin and crepe de chine corset covers **\$1.50**

Exquisitely dainty garments that are daintily filed and Valenciennes lace trimmed, in both back and front.

Crepe de chine night gowns, choice **\$5.95**

—Featuring a beautiful collection showing a wide choice of styles in tailored effects, as well as exquisitely lace trimmed models.

Silk Underwear Section—Fourth Floor.

